

# FAR- Visual Preference Survey Results

Current run (last updated Jan 4, 2023 10:54am)



## What ONE word positively describes Fargo?

Responses

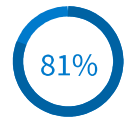
Growth	Bison	opportunities	Farming
Community	Cold	University	Growth
Manageable	tech	Family	Opportunity
Resilient	Friendly	Education	Forward
Welcoming	Friendly	Community	friendly
Welcoming	Growth	Clean	Modern
Cold	Friendly	Downtown	Community
Growing	Convenient	Growing	
Welcoming	Bison	Resilient	Welcoming
Livable	Friendly	Friendly	Relaxed
Growth	Snow	Peopel	Community
Friendly	nice	Friendly	Community



## What do you like most about the existing terminal?

Responses

Parking is easy	Small	Clean wayfinding	
Simple drop off, pick up	efficient		
Low waiting times	Efficient	Clean	Clean
Quiet. Not hectic	Airport authority		
Small footprint makes it easy to find your way around quickly.			
quick	Clean		
The entry, atrium, lobby design, and TSA interior design.			
Quick access	Convenient	Open	Efficient
Easy to check in, get through security and fairly easy to park			
Fast	Speed through security	Clean & open	
Not stressful			
Not having to walk far. Big windows.			
Ease of parking	Light	Clean	Easy to use
fast	Ease of use	Small and easy to navigate	
Accessible	Convenient	Easy in easy out	
Convenient	Access	Easy	Convenient
convenient	Easy	Ease of use	



Engagement

42

Responses

## What could be improved at the existing terminal?

Responses

faster baggage claim

Sun Country to FL direct :)

better restrooms after security

Color scheme

More pay for the staff

Seating options

Better designed gate lines to prevent crowding

Bathrooms on east end

More gate space

Areas to work - countertops/plugins

Ticket counter line space

Post-security dining options

Dining

Additional airline options

Dining

More modern

Better concourse flow

Place for kids

Dining and concessions opportunities

updated decor

It has no atmosphere. Feels blah. Not a memorable space.

Larger restrooms

More shop/dining options

Bigger departure lounges with more seating.

Larger gate space

Growth will dictate expansion of lobby & tsa

Covered parking

Lighting

Better post security concessions

more services after security

Large waiting rooms

Dining and concessions

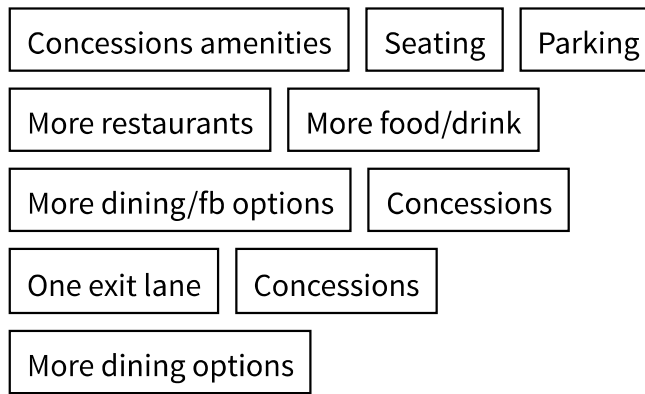
81%

Engagement

42

Responses

## Responses



## Choose top 3 airport amenities

Response options	Count	Percentage
Comfortable Seating	22	25%
Family/children space	5	6%
Green space (plants, biophilic elements, ect)	7	8%
<b>Concessions (Food, shopping, bar, ect.)</b>	<b>25</b>	<b>29%</b>
Daylight & views to airfield	17	20%
Quiet/working areas	7	8%
Other, not listed	4	5%



Engagement

87

Responses

Choose top 3 design priorities

Response options	Count	Percentage
Sustainability (performance driven, low energy use)	14	16%
<b>Beautiful design (recognizable, photogenic)</b>	<b>23</b>	<b>27%</b>
Practical (simplicity, easy to build)	12	14%
Regional Character (local influences, reflective of region)	19	22%
Resilient (durability, weathertight, maintenance-free)	17	20%
Other, not listed	1	1%



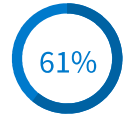
Choose top 3 words describing the new terminal expansion

Response options	Count	Percentage
Iconic	13	15%
<b>Dynamic</b>	<b>16</b>	<b>19%</b>
Calming	14	17%
Playful	0	0%
Colorful	6	7%
Discovery	8	10%
Exciting	15	18%
Familiar	6	7%
Quiet	3	4%
Neutral	3	4%



List any regional influences (historical/economic/social/natural) that could be reflected in the design

Responses



Engagement

44

Responses

The person Fargo was named after

Wildlife

Fighting Hawks

Local art

downtown

Have areas that feel more like a domestic space, fireplaces, conversation, pits, etc.

Stubborn

Flood

Railroad

Friendly people

Bison, fish, sunflowers wheat old photos of the area in the late 1800s

Crops

Prairie

education

Hip and cool

modern

Embrace winter

Prairie

Native Americans

Plains

AG tech

Tech

Scandinavian and German heritage, native American culture, local nature and outdoor activities.

Badlands

River

Wide open spaces

agriculture

ND had the largest farms in the USA at the turn of the century.

Lakes

Technology

Prairie

Partnerships

Prairie

aeronautical history

Technology

Prairie

Perpetual wind

Wood, stone

Harvest

Wheat

roger maris

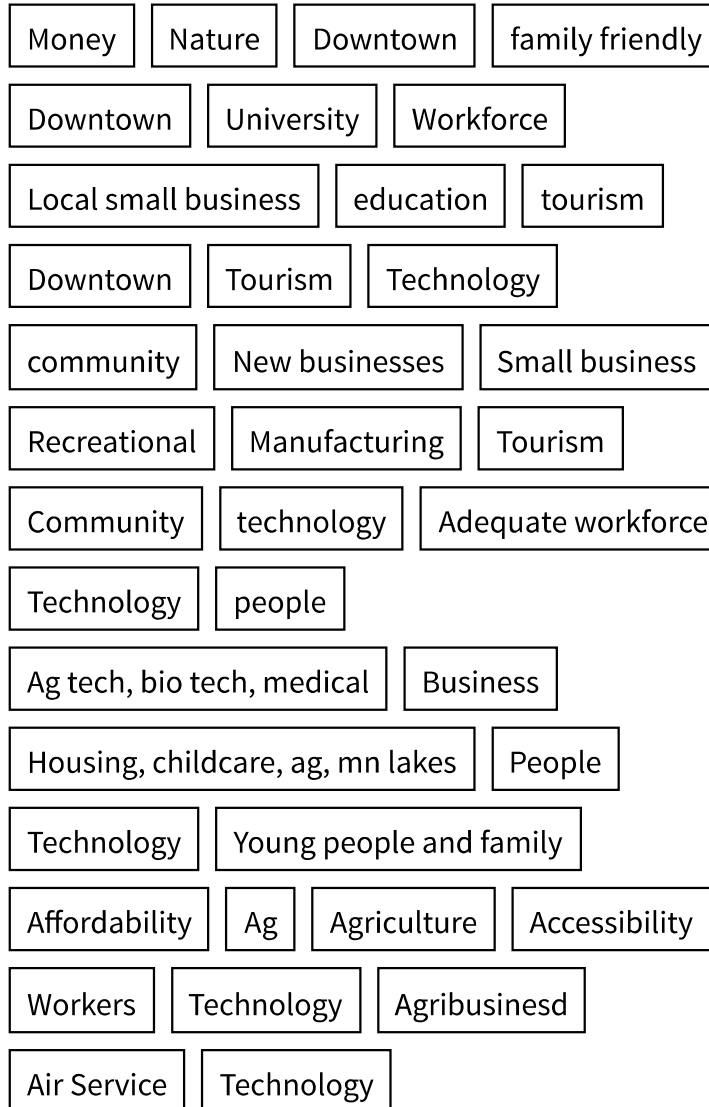
Bison

Agriculture

Ag

## What economic drivers are critical to the long-term prosperity of greater Fargo?

Responses



Engagement

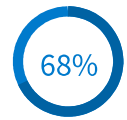
39

Responses

## What would you like a first-time visitor to know about Fargo?

Responses

Not like the movie	More cowbell	Growing
opportunity		
More modern and diverse than people know		
Easy to get to hard to leave		
Bigger than you think		
Unique and vibrant downtown		
Sunsets are unbeatable	Growth oriented	
Great events/ downtown	safe	Practical
Growing		
There is more to Fargo than just the snow		
Bigger than you think	Great downtown	
Welcoming	Friendly	Relaxed
growing and trendy	Vibrant	Progressive
Safe	History	Hub of opportunity
welcoming	Diverse	More to offer
Local restaurants	It's not always like this	
family friendly	People are friendly	Friendly
Dynamic	Affordable	Great restaurants
Lots of things to do	Welcoming	
We are underrated	Cold	



Engagement

41

Responses



## A first-time visitor would be surprised to learn this about Fargo:

Responses

Larger Black population than LA county by percentage I meant.

Actually 3 + towns (Moorhead + West Fargo)

Fighting Hawks

Diverse population

Great restaurants

Abundance of wood chippers

Great hospitals

Border city

friendliest people!

Safe community

A larger Black population than Los Angeles county

Number of regional and national business

Bison

Diverse ag manufacturing

Fargo has the best airport

Low cost of living

Not a tiny town

Top rated breweries and restaurants

Business oriented

Tech companies

technology hub

Clean air

Great schools

The river flows north

More than just a farming community

Our early history is quite rowdy

Great art/theater culture

Flat

Vibrant

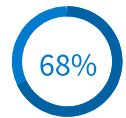
exceeds expectations!

Home to second largest microsoft campus

Fast growing

Top international business

Best drinking water in the region



Engagement

37

Responses

## Responses

Leader in business

Ag power house

Great history

Click and drag to rank preferred images

Response options

Rank



Engagement

1st

21

Responses



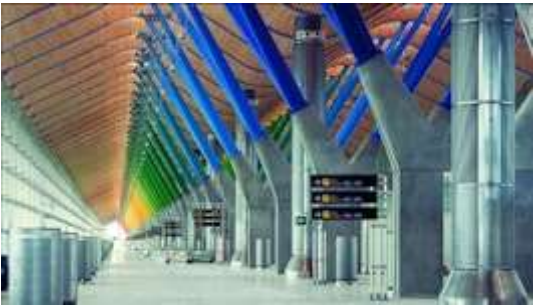
2nd



3rd



4th



5th

Click and drag to rank preferred images

Response options



Rank



Engagement

1st

23

Responses

2nd

3rd

4th

5th

**Q&A - Submit a question, then upvote or downvote other submissions**

Responses

Upvotes

Downvotes



Engagement

0

Responses